



**marketing
& branding**



**business
intelligence**



summit

powered by **purpose**



**talent
development**



**business
development**



**healthcare
heroes**



**economic
impact**

**2021
new north
annual report**

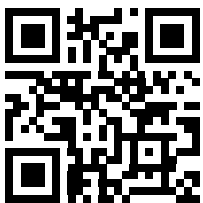




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Energy

Housing

Transportation

Food + Industrial

Mining

Water

2021 New North Report to the Community

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In cooperation with New North, Inc.

INSIGHT PUBLICATIONS

400 Richmond St., Suite B
Appleton, WI 54911
(920) 882-0491
insightonbusiness.com

Insight Publications, LLC

connects people, communities, organizations and industries in creative, meaningful ways. Insight is mailed monthly to business owners and professionals throughout Northeast Wisconsin. Insight on Manufacturing is mailed bi-monthly to manufacturers, technology instructors and career counselors throughout the region.

We are independently owned and operated.

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About New North, Inc.

NEW NORTH, INC

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New North, Inc. is a 501(c) 3 nonprofit, regional marketing and economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago.

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12



14



16

About New North

- 4** New North contact information
- 7** New North at a glance
- 8** Board of Directors
- 10** Investors

Letter from the CEO

- 6** **Barb LaMue**, New North President & CEO

Message from Co-chairs

- 6** **Tim Schneider and Michelle Schuler**, New North Co-chairs

Update on initiatives

- 12** **Business Intelligence**
Analyzing research for purpose-driven strategy
- 14** **Talent Development**
Guiding workforce innovation with proven results
- 16** **Business Development**
Leveraging technology for strategic growth

- 18** **Marketing & Branding**
Promoting our regional brand with purpose-driven marketing
- 25** **Infrastructure**
- 32** **New Digital Alliance**
The alliance plays a crucial role in attracting and retaining IT talent in our region

Business Resources in the New North

- 35** **New North recognizes its volunteers and committee members**



18

ONLINE:
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insightonbusiness.com



32



BARB LAMUE
New North, Inc.
President & CEO

Powered by purpose

New North stays focused on mission

At the 2021 New North Summit, Emmy Award-winning director and author of “Sold on Purpose” Tim Moore challenged us to consider a purpose-driven approach for our businesses and region. He said, “Let’s start by asking ‘what can we do?’ instead of ‘how are we doing?’”

His keynote was full of high-impact, emotional messages that showed how people are motivated by more than just a great product. For the past 10 years, studies have shown that companies with a socially responsible mission and emphasis have a competitive advantage.

So, what does this have to do with economic development and the New North? Time and time again, the people and businesses of our region have demonstrated that we go above and beyond to help our neighbor, community and the greater good. It is what sets us apart. Our region came together during the pandemic to form task forces, launch new initiatives and collaborate with each other — and we bounced back faster because of it. We still have work to do, but the wheels are in motion and our communities are pointed in the right direction.

The mission statement for the New North is “to be the catalyst for regional prosperity for all through collaborative action.” People are our purpose.

People are the force behind the economic well-being, quality of life and vitality of the New North region, and the ongoing investment from our local companies and volunteers is why we continue to grow and evolve. Our collaboration with public and private partners helps leverage these resources to make a greater impact.

We are incredibly grateful to the hundreds of individuals and corporations who volunteer their time and financial resources to help drive our regional plan of work, powered by purpose.

Respectfully,



TIM SCHNEIDER
Nicolet National Bank
Co-chair



MICHELLE SCHULER
Microsoft
Co-chair

Message from the Co-chairs

Collaboration plays vital role

New North launches new initiatives

As Co-chairs of the New North Board of Directors, we wish to acknowledge and extend heartfelt appreciation for the ongoing investment from companies and organizations in our region. Because of this high level of engagement, New North launched and expanded several initiatives in 2021 that have a direct impact on talent and business attraction, while building brand recognition for Northeast Wisconsin, including:

- Award-winning New North gener8tor Upskilling program
- Equity-Diversity-Inclusion-Belonging
- New North Hires Heroes
- Broadband and Infrastructure Access Study
- More YOU in NEW Marketing Campaign
- Workforce Innovation Grant Collaborations

We recognize the importance of sharing YOUR stories of innovation and growth, as these are the stories that shape our regional brand and create a compelling case for living, working and doing business in the New North.

Our four pillars are represented in this annual report: Business Intelligence, Talent Development, Business Development, and Marketing and Branding. It includes regional data insights, impact summaries, economic development stories and testimonials by some of our key stakeholders. Most of all, it highlights organizations and individuals that continue to power the New North with purpose.

We hope you take the time to read this report and come away with a sense of pride and accomplishment for what we have been able to accomplish collectively. We thank you for your support.

Sincerely,

Tim and Michelle

New North, Inc. BOARD OF DIRECTORS



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Nicolet National Bank
Co-chair



MICHELLE SCHULER*
Microsoft
Co-chair



MICHAEL ALEXANDER
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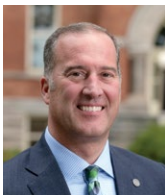
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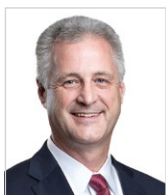
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**EX-OFFICIO WITH VOTING PRIVILEGES

*EXECUTIVE COMMITTEE MEMBERS

We are grateful to these board members and those who served earlier during the 2021 calendar year. Please reference the Emeritus Board members listing. New North, Inc. could not exist without the direction and support of these community leaders.



NOW HIRING

“We make a warship that’s recognized worldwide and I am proud to be a part of that. It’s rewarding to come into work every day, to see your coworkers and know that the person next to you cares just as much as you do.”

- Nate Millsap
Director of Cyber and Security
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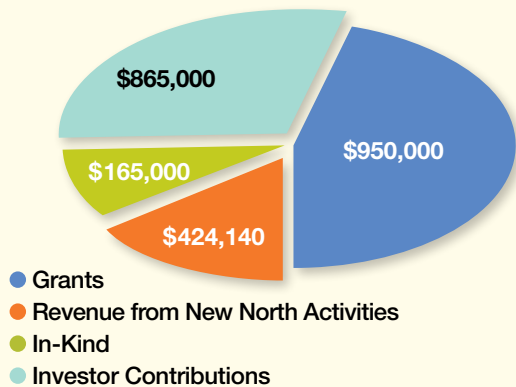
Waupaca County EDC

WEC Energy Group

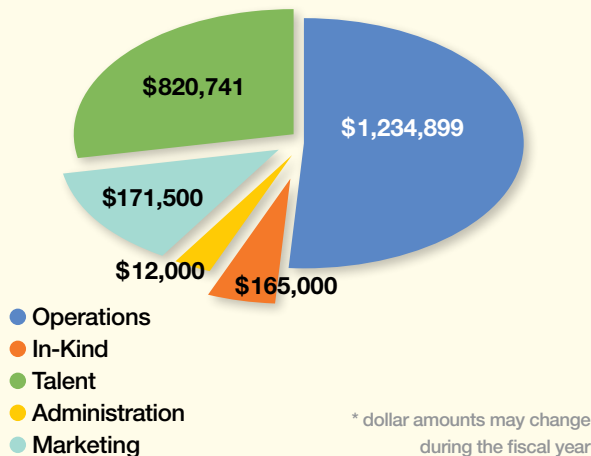
Woodward Radio Group

The following represents New North's \$2.4 million current annual budget. The current fiscal year runs from July 1, 2021 to June 30, 2022. As the budget depicts pending grant awards, the actual budget will be modified to reflect actual grant revenue received and corresponding grant expenses.

New North, Inc. Anticipated Revenue 2021-2022



New North, Inc. Anticipated Expenses 2021-2022



“New North, Inc. is a catalyst for growth and improvement in the business community and strengthens the quality of life for those living in and visiting the region. CLA supports New North because we exist to create opportunities for our clients, our people, and our communities. Our purpose aligns nicely with the New North’s efforts to make Northeast Wisconsin a regional magnet for talent and employment opportunities.”

— Ken Zacharias, principal, CliftonLarsonAllen

New North, Inc.

EMERITUS BOARD MEMBERS

This list reflects individuals who previously served on the New North, Inc. board. The organizations referenced are where they were at that time. Many have new positions or are enjoying retirement, still giving back to our communities.

- PEGGY AMENT, Kimberly-Clark Corp.
- DAN ARIENS, AriensCo
- PAUL BANIEL, Green Bay Packers
- GREG BARBER, Schenck SC
- PAUL BEIDEMAN, Associated Bank
- JOHN BERGSTROM, Bergstrom Corp.
- DONNA BRAATZ, Alliant Energy
- ALLEN BUECHEL, Fond du Lac County
- OLIVER BUECHSE, Associated Bank
- ESTELLA CAPUTO, AT&T, Inc.
- KEVIN CORNELIUS, Oneida Seven Generations Corp.
- NEIL CORNELIUS, Oneida Seven Generations Corp.
- JIM DOYLE, State of Wisconsin
- PETE DULCAMARA, Kimberly-Clark Corp.
- GARY DULMES, Dulmes Décor Carpet One
- TONY DUNNING, Kimberly-Clark Corp.
- SHANNON FULL, Fox Cities Chamber
- TERRY FULWILER, WS Packaging
- DONALD GESIK, Marinette Marine Corp.
- CHUCK GODDARD, Fincantieri Marine Group
- JIM GOLEMBESKI, Bay Area Workforce Development Board
- JAY GOTTLIEB, Kimberly-Clark Corp.
- ROBYN GRUNER, AT&T, Inc.
- TIM HANNA, City of Appleton
- CECILIA HARRY, Envision Greater Fond du Lac
- MARK HERZOG, Holy Family Memorial
- CHRIS HESS, Goodwill NCW
- LORRIE JACOBETTI, Prevea Health
- PAUL JADIN, Greater Green Bay Chamber
- JOHN JONES, Green Bay Packers
- DAVID JOYCE, Ripon College
- RON KAZMIERCZAK, Wisconsin Department of Natural Resources
- ROB KLEMAN, Oshkosh Chamber of Commerce
- DAVID KLUMPYAN, Grant Thornton
- ALEX KOWALSKI, INFO-PRO
- THOMAS KUNKEL, St. Norbert College
- DAMIAN LACROIX, Howard-Suamico School District
- PAUL LINZMEYER, The Farmory
- DAVID LISLE, Wausaukee Composites
- CONNIE LODEN, Progress Lakeshore
- DAVID MARTIN, H.J. Martin and Son
- PHIL MARTIN, CR Meyer
- GREG MATSON, Oneida Nation
- WAYNE MATZKE, Grande Cheese Co.
- SUSAN MAY, Fox Valley Technical College
- RICHARD MCCREARY, BAE Systems
- MIKE MCEVOY, Sargento Foods
- MATT MCLEISH, Pierce Manufacturing
- GARY MILLER, UW-Green Bay
- BETSY MITCHELL, Green Bay Packers
- HEIDI MITCHELL, Fincantieri Marine Group
- PAUL MUELLER, Thrivent
- JERRY MURPHY, NEW ERA
- DAN NERAD, Green Bay Public Schools
- AARON OLVER, Wisconsin Department of Commerce
- BOB PEDERSEN, Goodwill NCW
- TED PENN, Wisconsin Public Service
- JIM PERRY, UW-Fox Valley
- VERN PETERSON, Wisconsin Public Service
- AMY PIETSCH, FVTC Venture Center
- JEFF RAFN, Northeast Wisconsin Technical College
- ASHOK RAI, Prevea Health
- ROBERT RIORDAN, Nsigth/Cellcom
- MARK ROURKE, Schneider
- LAURA SANKEY, Green Bay Packers
- CHARLIE SCHROCK, Wisconsin Public Service
- TERRI SCHULZ, Waupaca Area Chamber of Commerce
- JULIA SMITH, Kimberly-Clark Corp.
- SUSAN STAED, Schreiber Foods
- STEPHANIE STREETER, Libbey Inc.
- DONSIA STRONG HILL, Tyson Strong Hill Connor, LLP
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- DAVE THIEL, Waupaca County EDC
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- MIKE WELLER, Miller Electric Mfg. Co.
- RICHARD WELLS, UW Oshkosh
- TIM WEYENBERG, Foth
- LARRY WEYERS, Integrys
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- DAVID YEGHIAIAN, Unique Business Solutions, LLC
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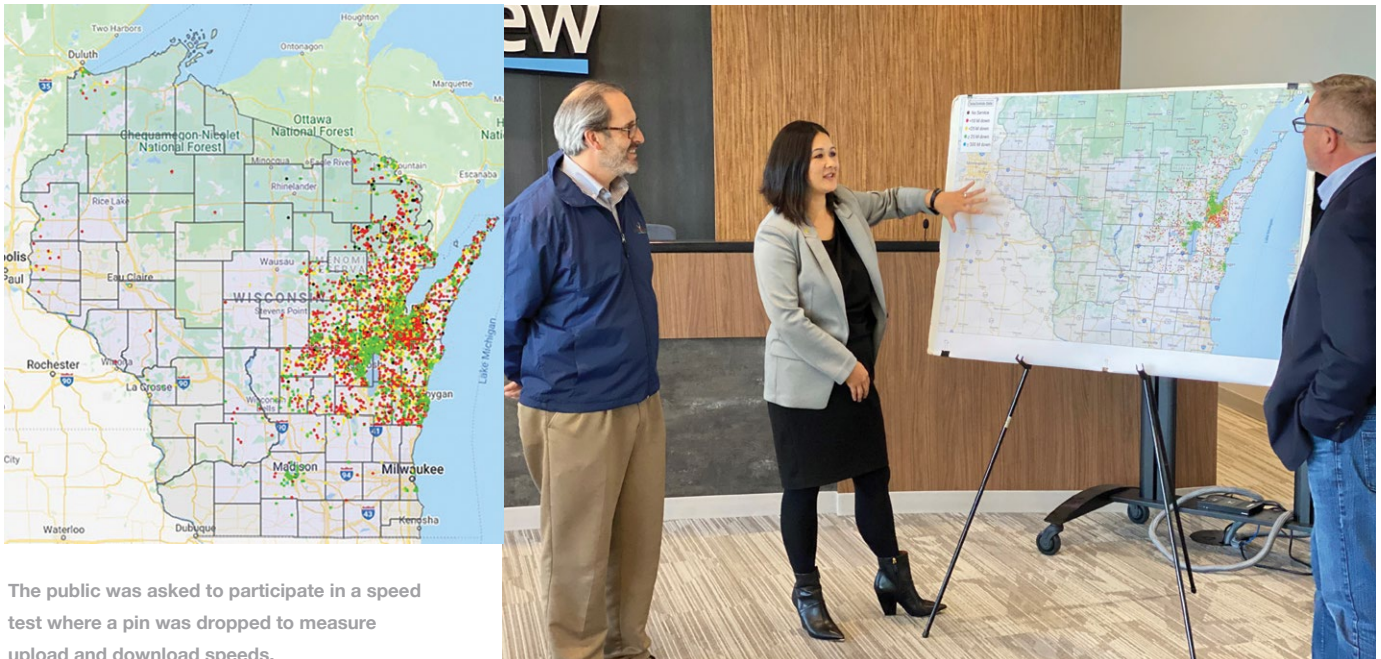
Analyzing research for purpose-driven strategy

Broadband Access Study

With the help of an Economic Development Administration (EDA) CARES Act Recovery Assistance grant, New North, Inc. conducted a broadband gap analysis for our 18 counties in the fall of 2021. The project

was matched with local funds from the Outagamie County Development and Land Services Department and the Basic Needs Giving Partnership, comprised of the Greater Green Bay Community Foundation, the

Community Foundation for the Fox Valley Region and the Oshkosh Area Community Foundation. The detailed report will provide recommendations and next steps to improve internet access and speeds in our region.



The public was asked to participate in a speed test where a pin was dropped to measure upload and download speeds.

“From its talent programs to DE&I strategies and current focus on broadband infrastructure, the New North’s work is vital to our region’s vibrant economy. We support the important work of New North, as a rising tide raises all ships.”

— Timothy J. Schneider, senior vice president agricultural banking manager, Nicolet National Bank

Research & Intel Tracker

New North subscribes to multiple research tools to gather and monitor economic development data for our stakeholders. We manage custom data requests and assist with research needs, including information placed on the New North IntelTracker. This tool is located

on our website and provides economy-at-a-glance highlights, including New North Gross Regional Product (GRP), population, top industries, occupations and more.



Talent Hub

Launched in 2020, the Talent Hub provides a single, central location for talent attraction and career development resources in Northeast Wisconsin.



“We invest in New North because we are committed to a comprehensive, regional approach to upskilling the diverse workforce in Northeast Wisconsin. By working together to upskill the workforce at scale, we meaningfully contribute to GDP growth and job creation.”

— Paul Carlsen, president,
Lakeshore Technical College

Supply Chain & Sustainability

In 2021, New North connected thought-leaders and helped promote sustainable solutions for supply chain challenges, New North Electric Vehicle (EV) and Clean Energy Round Table. The State of Wisconsin was awarded a \$1 million economic development planning grant through the American Rescue Plan Act to chart a path toward EV adoption in Wisconsin.



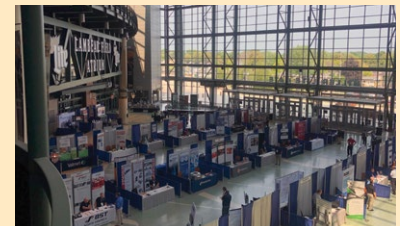
Oshkosh Corp. has applied decades of experience in EV manufacturing to numerous brands and product lines. We are incredibly proud that Oshkosh Corp. was chosen to provide the U.S. Postal Service Next Generation Delivery Vehicle (NGDV).



Wisconsin Supplier Network, originally developed by New North, is a digital tool that businesses can use to connect with suppliers in our region or statewide.



In August, Schneider announced a new EV trucking pilot program that will make it one of the largest battery-electric truck fleets in North America.



New North continues to connect companies through industry alliances and events, like the Women of 5P, Green Bay Innovation Group and Converters Expo.

Guiding workforce innovation with proven results

Purposeful Equity-Diversity-Inclusion initiatives

The New North is intentional about making positive change for equity, diversity and inclusion in Northeast Wisconsin. To improve the retention, advancement and attraction of BIPOC (Black, Indigenous, People of Color)

talent, members came together to identify initiatives and metrics. Current workstreams include K-16 education, BIPOC Young Professionals, Entrepreneurship and Small Business, Corporation and Community.



Talent development awards

Two of New North’s talent-development initiatives were recognized in 2021 with state and national awards. The gener8tor Upskilling program was honored by Wisconsin Economic Development



Association (WEDA) and the University Economic Development Association (UEDA), while the New North Hires Heroes initiative received recognition from WEDA. The gener8tor Upskilling program was launched in 2020 in the New North with a self-paced, virtual curriculum to help job seekers earn industry certifications, along with one-on-one support and mentoring. Since then, it has expanded to 11 states.



gener8tor Upskilling Program

	Summer '20	Winter '20	Spring '21	Fall '21	Total
Graduation Date	9/20	12/20	5/21	11/21	
# of Applications	134	81	92	111	418
# of Participants	24	19	31	28	102
% Women	53%	24%	48%	24%	
% POC	21%	21%	55%	24%	
# of Graduates	19	14	24	21	78
Graduation Rate	79%	74%	77%	75%	
# Receiving Jobs	16	12	15	6	49
Placement Rate	84%	86%	63%	29%	
# of Certificates Earned	74	69	96	97	336

State Workforce Innovation Grant Program



In July, New North hosted Gov. Tony Evers, WEDC Secretary and CEO Missy Hughes and DWD Secretary Amy Pechacek as they announced the Workforce Innovation Grant program that addresses our state’s most pressing workforce challenges. New North hosted biweekly meetings with local partners to share information and support grant applications from across the region.

“UW-Green Bay invests in New North, Inc. because it brings together business, education, and community leaders to think regionally and collectively. As an educational institution, it allows us to hear the needs of our region and determine how we can help be part of driving it forward.”

— Michael Alexander, chancellor, University of Wisconsin-Green Bay

Regional educational outreach



New North continues to partner with our area school districts, CESA organizations and Inspire Program contacts to connect students to employers, business mentors and planning tools. The program also uses company profiles to match the talent needs of companies with students' career aspirations. Through the Regional Career Pathway program, our partners help students navigate their chosen career path. New North also continues to promote new fab labs and educational resources available to students of all ages.



New North Hires Heroes

New North is collaborating with Mission Wisconsin, an organization dedicated to helping Wisconsin employers connect with transitioning service members, family members and veterans.

The Blueprint Green Bay



New North was proud to partner with the Greater Green Bay Chamber in launching a new startup accelerator program in our region, which focuses on entrepreneurs of color, veterans and women. This provides an additional point of access for individuals into the entrepreneurial ecosystem.

1915 Studios

Launched in the New North, 1915 Studios is a partnership between Georgia-Pacific and gener8tor to help startups prototype and build their products and gain early customer traction for their product or idea. The program recruits applicants from around the country.



NEW LAUNCH ALLIANCE

Entrepreneurial resources

Entrepreneurs boost economic growth by introducing innovative technologies, products and services. In conjunction with Startup Week in Wisconsin, collaboration with seven local partners allowed for local pitch contests to be held, leading up to the regional event presented by New North. The winners will give an update at the annual New North Summit on June 9, 2022.

Wisconsin Investors Networks

New North works closely with the Wisconsin Technology Council to promote innovation events and early stage funds in Northeast Wisconsin.



WiSys VentureHome – Green Bay

The VentureHome model was launched to provide a network of startup hubs across the state by connecting resources with local initiatives.



Leveraging technology for strategic growth

Cybersecurity roundtable with Microsoft President Brad Smith



Microsoft President Brad Smith held a discussion with area education and technology leaders to discuss efforts to strengthen the cyber workforce in Northeast Wisconsin.

“Rapid advances in technology are creating new opportunities, but for many, they remain out of reach. Microsoft TechSpark Wisconsin partners locally with the New North to ensure everyone can benefit from the digital economy.”

— Michelle Schuler, manager, Microsoft TechSpark Wisconsin

Ryder Cup/Familiarization Tour



The Ryder Cup put Whistling Straits, Sheboygan County and the New North on the global stage with a \$135 million economic impact, while bringing 1,300 jobs to our region.

New North hosted several site selectors and industry media on a familiarization tour and multiple events to showcase the region.

“New North plays a leading role in marketing our beautiful region to the future workforce. The hard-working employees of New North and the board of directors strive to improve, promote and invest in this community and as such make it a better community for all. Green Bay Packaging is a proud supporter of the New North.”

— Bryan Hollenbach, executive vice president, Green Bay Packaging Inc.

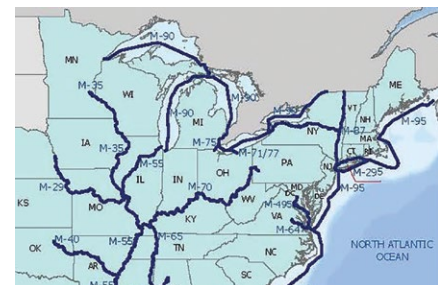
Infrastructure

Marine Highway designation:

The waterways between Marinette/Menominee, Sturgeon Bay and Green Bay were designated a new Marine Highway Project to encourage freight to be moved along navigable waterways.

In 2021, the city of Marinette received a \$3.9 million EDA CARES Act Recovery Assistance grant for

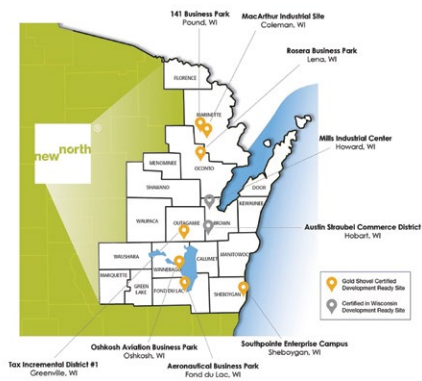
road and utility upgrades to support its shipbuilding industry and to develop nearby industrial property.



M-90 Transbay Freight Service Project

Opportunity Zones

The 18 federally-designated Opportunity Zones within nine counties in the New North are marketed for increased investment. Merge Urban Development Group has two new upcoming projects in Opportunity Zones: The Shipyard in Green Bay and The Common Place in Ashwaubenon.



Gold Shovel Program



The goal of this program is to gather uniform site information to help get a property ready for development. These are then actively marketed to regional, national and international site selectors. In 2021, New North assisted with 33 site searches and Requests for Information (RFI).

“Boldt believes that our regional economic development strategy in Northeast Wisconsin has been and continues to be a critical part of our region’s success. We were a founding member of this effort and enthusiastically support its future. Regional collaboration is the path to a very bright future.”

— Bob DeKoch, board member, The Boldt Co.

A sampling of expansion and business development in the New North



Arien's Stone Prairie, Round Lake Farms and Ironworks development



Bart Starr – Walnut Street Bridge, Green Bay



Point Beach Solar Project, Two Rivers



Fincantieri Marinette Marine

Business development videos featuring New North projects and local partners can be found on our website.



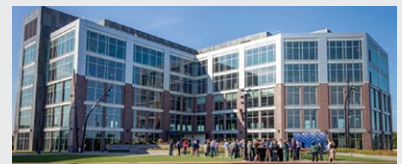
Gateway Plaza – Neenah: New winter recreation attraction.



ATW Firefighter Training Center, Appleton



Agropur's \$168 million expansion in Little Chute



U.S. Venture Center: New multi-story office building home to Breakthrough, Miron Construction Co., Inc., CLA and other businesses in Green Bay



Green Bay Packaging expansion

“Performa is proud to be an investor in the New North for several reasons. I value the industry, educational and local economic development collaborations that help ensure we have a thriving region for business and talent attraction and retention. The foundational resources that drive this are great initiatives that have been helpful in Performa’s growth and our ability to serve Northeast Wisconsin.”

— Doug Page, president and CEO, Performa

Promoting our regional brand with purpose-driven marketing

New North Summit '21

The Playbook for Recovery theme and event speakers resonated with our attendees, according to feedback from the post-event survey. Emmy Award-winning director Tim Moore shared an inspirational keynote on creating purpose-driven businesses, the power of social impact and the rewards of being resilient.

Here's what attendees said they liked best about the event:

- “Great event to get us back in person again and learning about what is going on around us.”
- “The opportunity to network and the variety and range of industries represented.”
- “It was great to be in person and hear how businesses weathered the storm of the pandemic.”
- “The professionalism and advocacy for the region.”



“Offense is the best defense!”

— Kim Bassett, Bassett Mechanical president and CEO



New North staff



“The stories we tell today show the world what we will be tomorrow.”

— Tim Moore, event keynote speaker



“We are stronger together than we are alone.”

— Dr. Imran Andrabi, ThedaCare president and CEO

“New North plays a vital role in providing resources that cast a vision of why life in the New North is so great, attracting first-rate talent to invest their lives in our communities. We are a proud partner with New North, enhancing our collective ability to attract quality, diverse talent to our region.”

— Bill Bohn, regional CEO for Wisconsin and Minnetonka, Minn., USI

Health care Heroes pre-summit event



To show our appreciation for those on the front line fighting COVID-19, we hosted a special reception for health care partners across our 18-county region the evening prior to the summit.

“If there’s one thing we understand at Schneider, it’s the importance of moving forward. We know that to stay on the road to success we need to create an environment that gives people the opportunity and resources to be innovative, collaborative and connected. The programs created and supported by New North do just that — on a broad, regional scale. By building a stronger community, we all drive toward a brighter future — together.”

— Jason Howe, senior vice president and general manager, Schneider

Marketing & Branding Committee

Our team of marketing professionals with diverse backgrounds and expertise worked diligently on several strategic initiatives during 2021, including:

Digital marketing strategy plan:

This comprehensive strategic plan included a full audit of New North’s digital channels, with specific recommendations and timelines for implementation.

Cool Things subcommittee:

In 2021, a subcommittee was formed to seek out cool and innovative products, services and places within the New North region. The team is also developing a promotional strategy to highlight these unique assets to help tell the region’s story.



New North Marketing & Branding Committee members

Site selector collateral:

New site selector collateral was developed based on criteria and research by this subcommittee. The team continues to seek new, creative ways to market available sites to communities, developers and site selectors.

More YOU in NEW campaign:

An engaging talent-attraction marketing plan was developed and new testimonial videos were created to highlight our region’s differentiators. The campaign will be implemented from January to June 2022.



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playbook for recovery

platinum



gold



THE DONALD J. SCHNEIDER SCHOOL OF BUSINESS & ECONOMICS



ThedaCare™

affiliate



collaborator



team member



partner in-kind



To become a sponsor for the 2022 New North Summit, please contact Renee Torzala at renee.torzala@thenewnorth.com or (920) 858-7725

New North Summit
Thursday, June 9, 2022
Lambeau Field | Green Bay, WI

Your Future is in Appleton!

The Heart of the Fox Cities

- Availability of "Ready to Build" Industrial Sites
- From 1.7 to 35 Acres
- Air, Ground, Rail & Port Connections to the Rest of the World
- Skilled Labor Force

What Others Are Saying About Appleton:

#1 Best Place to Raise Kids

smartasset.com – Sept. 2020

#9 Best Place to Work in Manufacturing

smartasset.com – Dec. 2020

#13 Most Livable Small City

smartasset.com – June. 2020

#6 Best Place to Live on a \$60,000 Salary

smartasset.com – Oct. 2020

#10 Best City for Remote Workers

www.ownerly.com – March 2021



CITY OF APPLETON COMMUNITY & ECONOMIC DEVELOPMENT

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FOR YOUR BUSINESS

One Great Place



"We are so excited to be able to bring a totally **new experience and diversity** to Downtown Appleton and to be a part of its **ever-changing atmosphere.**"

— Bekki & Edgar Garcia, owners, Calavera's Fine Fusions



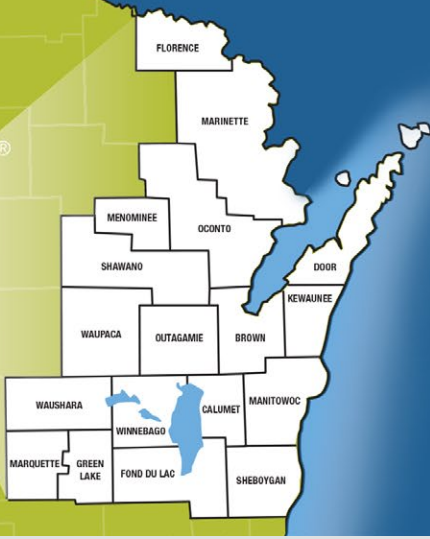
"We made the decision to expand our business in Downtown Appleton because it fits the **culture and core values** we have created for our company. We **thrive** on the quality of our work and encourage our employees to **engage** in our community and **support** local business."

— Jeff Geiger, owner, J. Geiger Consulting, Inc.

BUSINESS IMPROVEMENT SUPPORT GRANTS
CITY TIF 11 & 12 OPPORTUNITIES
 To inquire, contact: Jennifer@appletondowntown.org

#onegreatplace

appletondowntown.org



new north

creating, connecting & convening regional strategies for business & talent development

shared vision

To be nationally and globally competitive for personal, community and economic growth.

mission

To be the catalyst for regional prosperity for all through collaborative action.

values

Inclusive Collaboration:
Representing the collective region for business investment and for individuals looking to make the New North their home.

outcome

Measurable net increase in higher-paying jobs, improved social and economic well-being, while maintaining our superior quality of life.

How are investors recognized?

As a thank you for your support, investors are highlighted through:



New North Website
thenewnorth.com



Mid-Year & Annual Report



New North Summit
newnorthsummit.com

New North Daily E-newsletter



New North Social Media

Public Relations Support

Access to New North Research/databases

Business Connections

Event Promotions/Invitations

Investment pledge

Name _____

Company _____

Investment Level _____

Street Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Website Address _____

Renee Torzala will contact you to confirm your investment contribution and discuss payment options. If you have any questions, please email renee.torzala@thenewnorth.com. Feel free to download a pledge form at the following link: <https://tinyurl.com/y4av6fbb> and send via mail to: New North, Inc., 2740 W. Mason St., Suite BT344, Green Bay, WI 54303



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Empowering New North businesses to dream bigger and accomplish more — time and again.

wipfli.com

WIPFLI

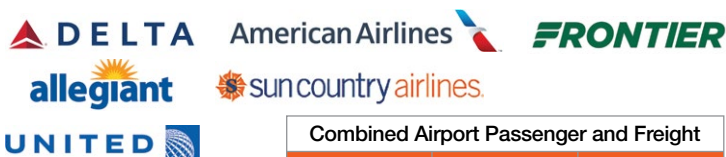
Audit | Tax | Consulting | Private Wealth



International Airports

The New North Region is fortunate to have two international passenger airports — Appleton International Airport and Green Bay Austin Straubel International Airport. Both have full-service fixed base operators, along with multiple municipal airports.

Appleton International Airport, Green Bay Austin Straubel International Airport



	Combined Airport Passenger and Freight		
	2018	2019	2020
Total air passengers	1,370,114	1,500,941	665,803
Total air freight (lbs.)	23,146,297	22,039,338	18,452,938

Port of Green Bay



The Port of Green Bay is the western-most port of Lake Michigan and an integral part of the region's economy, providing a critical link to national and global markets for Wisconsin enterprises. The port offers a direct route for shipping raw goods and materials using the most cost-effective and sustainable method of transportation available. An extensive network of highways and railroads provides a direct connection from the port to regional markets. There are 14 port terminals adjacent to the Fox River capable of handling a combination of dry bulk commodities, bulk liquids, wood pulp, machinery, agricultural commodities and forest products.

Port Tonnage Comparison (metric)	
2018	2,087,391
2019	2,277,652
2020	1,907,408

Port of Green Bay



Freight Rail

Wisconsin's approximately 3,300 miles of railroad system make up about 2% of the nation's rail network. The state's rail system is owned and operated by 10 active, privately owned freight railroads and the state, which operate over a network of mainlines, branches, industrial leads, spurs, rail yards, and terminals. The region is also home to the first publicly owned transload terminal in the State of Wisconsin, which is located in Oshkosh.

Wisconsin Department of Transportation

wisconsin's ports connect to an extensive infrastructure network

- COMMERCIAL PORTS
- FOREIGN TRADE ZONES
- LIMITED CARGO PORTS
- HIGHWAY SYSTEMS
- COMMERCIAL AIRPORTS
- RAILROAD LINES
- M90 TRANSFREIGHT HIGHWAY

“As the main energy provider in the New North region, we understand the benefits of a strong economy for our businesses, communities and residents that we serve. The New North is an engine that drives economic and workforce development to make the region more competitive.”

— Patrick Schillinger, vice president of state legislative and local affairs, WEC Energy Group

Foreign Trade Zone (FTZ)

The New North Region is home to FTZ #167, which includes approximately 2,300 acres. This zone allows certain types of merchandise to be imported, repackaged, assembled with other components and then exported without having to go through formal customs entry procedures or incurring import duties. *Port of Green Bay*

Tourism, Income, Employment & Business

Tourism

The New North region accounts for 21 percent or more of the Direct Visitor Spending, Employment, Total Labor Income, and State and Local Taxes generated in Wisconsin. While the overall impact of tourism in Wisconsin and the New North Region was down from 2019 to 2020 due to COVID, the New North's portion of this industry was between 4 and 9 percent better than the state in the various categories listed below. Tourism entities in the New North Region will be receiving \$3,565,916 in grant funding. This is 24 percent of the state's total tourism grant funding.

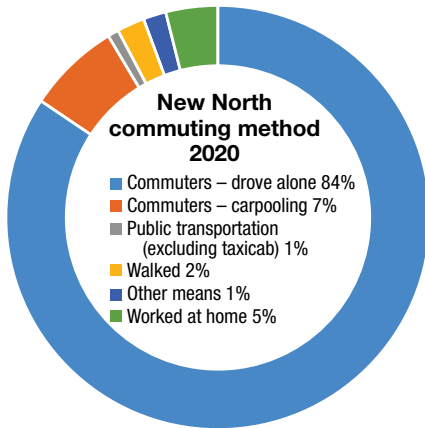
	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Millions		%	Millions		%	Millions		%
	2019	2020	Change	2019	2020	Change	2019	2020	Change	2019	2020	Change	2019	2020	Change
Wisconsin	\$13,668	\$9,880	-28%	\$22,223	\$17,264	-22%	202,217	157,332	-22%	\$5,902	\$5,144	-13%	\$1,610	\$1,157	-28%
New North	\$2,861	\$2,073	-22%	\$4,662	\$3,644	-18%	43,444	33,870	-18%	\$1,281	\$1,155	-7%	\$348	\$265	-19%

Source: Wisconsin Tourism Bureau/2020 County Economic Impact Table

Commuting

Mean travel time to work (minutes):

- New North: 22
- Minneapolis: 16
- Chicago: 32



Source: American Community Survey 2015-2019

Median Household Income

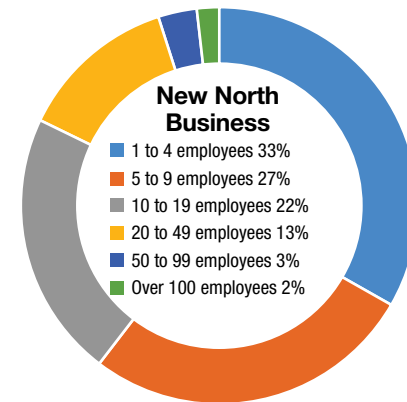
New North: \$58,303
Wisconsin: \$61,747
United States: \$62,843

Cost of Living - New North region is 18.1% lower than the national average and 9% lower than the state average.

Source: U.S. Census Bureau 2015-2019

Source: Sperling Best Places

Business Size



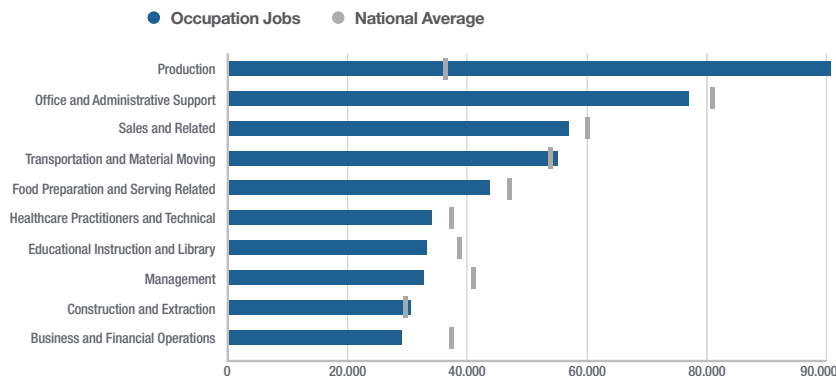
Source: EMSI

Unemployment

	United States	Wisconsin	New North
1/2021	6.8	4.5	4.1
2/2021	6.6	4.9	4.4
3/2021	6.2	4.8	4.4
4/2021	5.7	4.4	3.8
5/2021	5.5	4.0	3.5
6/2021	6.1	4.5	4.0
7/2021	5.7	4.1	3.6
8/2021	5.3	4.0	3.6
9/2021	4.6	2.7	2.4
10/2021	4.3	2.3	2.0

Sources: U.S. Bureau of Labor Statistics, Wisconsin Department of Workforce Development, Local Area Unemployment Statistics (LAUS)

Occupations Largest Occupations



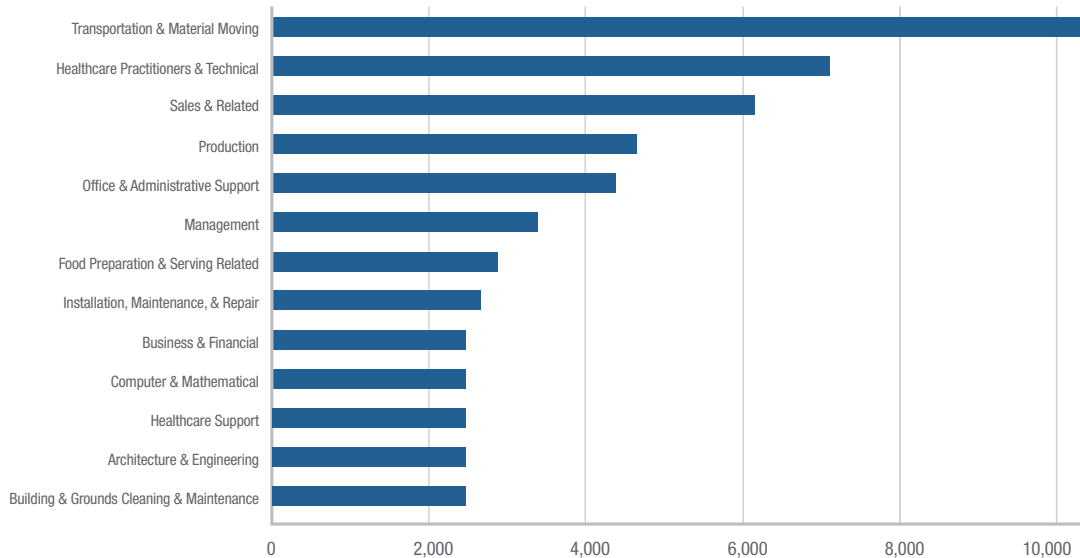
Sources: Wisconsin Department of Tourism, EMSI, U.S. Census Bureau 2015-2019, American Community Survey 5-Year Estimates

Occupation	2020 Median Hourly Earnings
Production	\$19.02
Office and Administrative Support	\$18.11
Sales and Related	\$15.26
Transportation and Material Moving	\$17.13
Food Preparation and Serving Related	\$10.48
Management	\$40.60
Educational Instruction and Library	\$22.10
Healthcare Practitioners and Technical	\$31.30
Construction and Extraction	\$24.29
Business and Financial Operations	\$29.47

Job Growth & Income

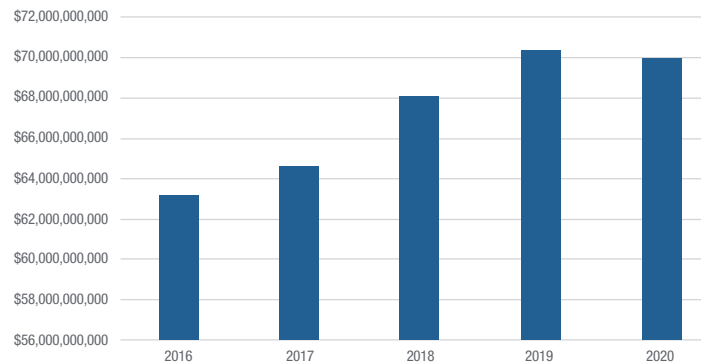
Top Posted Occupations

● Unique Average Monthly Postings



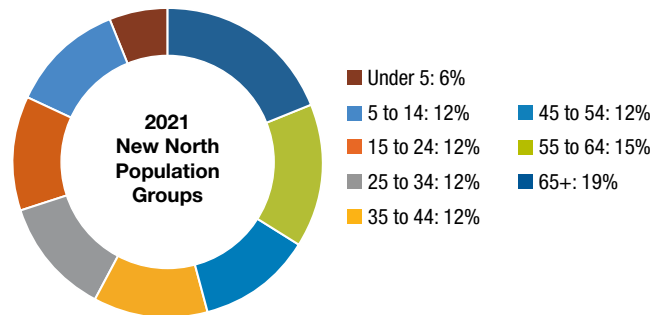
Source: EMSI

Gross Regional Product (GRP)



Source: EMSI

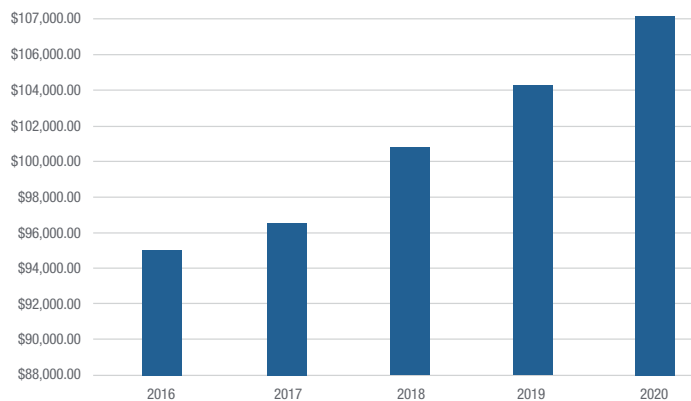
Population by Age



Source: EMSI

Production Capita

GDP / Job



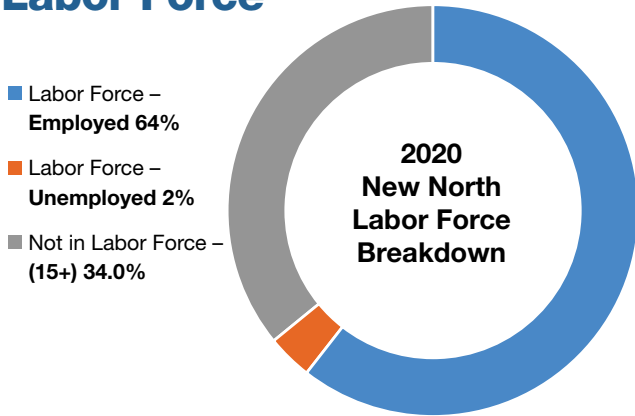
Source: EMSI

New North Job Growth

	Labor Force	Jobs	GRP	Imports	Exports
New North	659,956	648,021	\$68.20B	\$87.05B	\$86.83B
State	3,038,273	3,041,642	\$328.66B	\$327.57B	\$346.07B

Source: EMSI

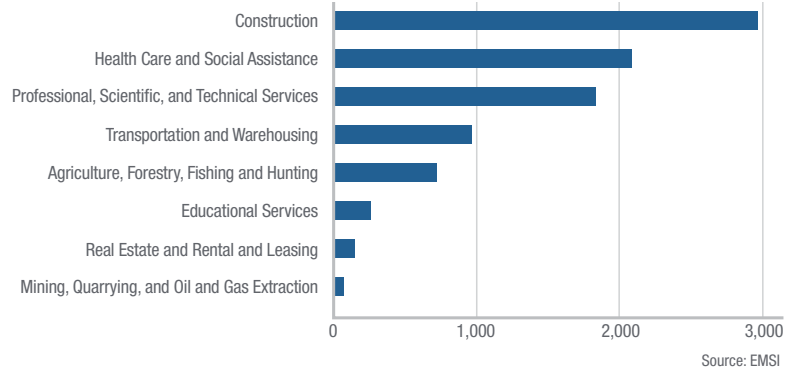
Labor Force



Top Growing Industries

2016-2021 New North top growing industries

*Increase in jobs from 2016-2021



Property Values in the New North

Property values in all categories of the New North continue to increase year over year. The percentage change over the last year comparison is noted with a combined average of 11 percent.

Real Property Class	2015	2020	% Increase
Total Real Property	\$97,645,871,632	\$109,693,643,708	12%
Residential	\$71,616,347,838	\$80,224,706,684	12%
Commercial	\$16,752,819,283	\$19,540,821,042	17%
Manufacturing	\$3,652,811,300	\$3,974,827,300	9%
Other	\$5,623,893,211	\$5,953,288,682	6%

Source: Department of Revenue

American Rescue Plan Act Funding Direct to the Units of Government in New North Region

Targeted Area	Allocation
New North Region (total)	\$433,310,502
New North Counties (18)	\$244,390,406
New North Entitlement Communities (6)	\$100,449,773
New North Non-Entitlement Communities (415)	\$88,470,323

Entitlement Communities are cities with population of **50,000 or more**

Non-Entitlement Communities are any non-metropolitan city with population **less than 50,000**

“St. Norbert College and New North share a deep and undeniable commitment to the health and prosperity of our region. We proudly collaborate to leverage the intellectual prowess, insight, and research of our faculty and staff for the personal, community, and economic growth of Northeast Wisconsin. What makes the collective action agenda of New North distinctive is that the desired outcome is human flourishing, not just economic development.”

— Brian J. Bruess, president, St. Norbert College

Education, Diversity, Health Care

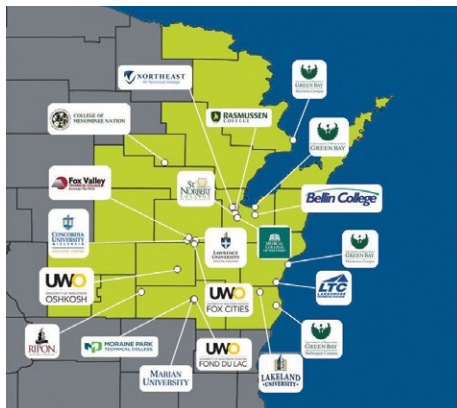
Health Care

Thank you to our health care professionals for their heroism on the front line in the fight against COVID-19. With over 30 hospitals and countless medical clinics close to home, regional health care organizations, doctors and staff are dedicated to significantly improving the health and quality of life for the people in Northeast Wisconsin.

- Ascension
- Aspirus
- Aurora Baycare
- Aurora Healthcare
- Bellin Health
- Children's Hospital of Wisconsin Fox Valley
- Dickenson Memorial Hospital - Florence Medical Center
- Door County Medical Center — HSHS
- Gundersen Moundview Hospital & Clinics
- Holy Family Memorial Inc.
- Prevea Health
- Ripon Community Hospital — SSM Health
- St. Agnes Hospital - SSM Health
- St. Clare Memorial Hospital - HSHS
- St. Mary's Hospital - HSHS
- St. Nicholas Hospital- HSHS
- St. Vincent Hospital - HSHS
- ThedaCare

Source: WISCONSIN DEPARTMENT OF HEALTH SERVICES, Division of Quality Assurance Provider Portal

Colleges & Universities



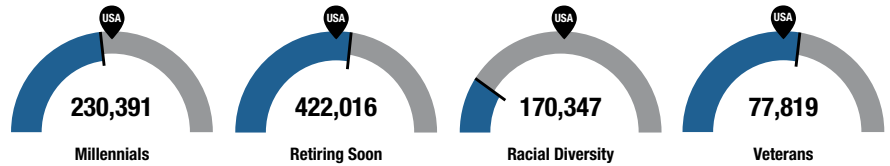
Colleges and Universities train and educate over 200,000 workers annually.

92.3% of New North college graduates remain in Wisconsin after graduation.

Sources: UW System & Wisconsin Technical College System

Population

Area	2010 Population	2020 Population	% Change	2025 Projected Population
New North	1,228,982	1,279,266	4.1%	1,298,455
State	5,686,986	5,893,718	3.6%	5,982,124
Nation	308,745,538	331,449,281	7.4%	342,387,107



Sources: EMSI, US Census Bureau

Diversity

	2013	2014	2015	2016	2017	2018	2019	2020	2021	Projected 2026
White, Non-Hispanic	88.7%	88.4%	88.1%	87.7%	87.4%	87.0%	86.7%	86.5%	86.1%	84.4%
White, Hispanic	4.0%	4.1%	4.2%	4.3%	4.4%	4.5%	4.6%	4.7%	4.8%	5.5%
Asian, Non-Hispanic	2.4%	2.5%	2.6%	2.6%	2.7%	2.7%	2.8%	2.8%	2.9%	3.3%
Two or More Races	1.5%	1.5%	1.6%	1.7%	1.8%	1.8%	1.9%	1.9%	1.9%	2.1%
Black, Non-Hispanic	1.3%	1.4%	1.4%	1.5%	1.5%	1.6%	1.6%	1.6%	1.8%	2.2%
American Indian or Alaskan Native, Non-Hispanic	1.6%	1.6%	1.6%	1.6%	1.6%	1.7%	1.7%	1.8%	1.6%	1.7%
Other	0.5%	0.6%	0.6%	0.6%	0.6%	0.7%	0.7%	0.7%	0.7%	0.8%

Veteran

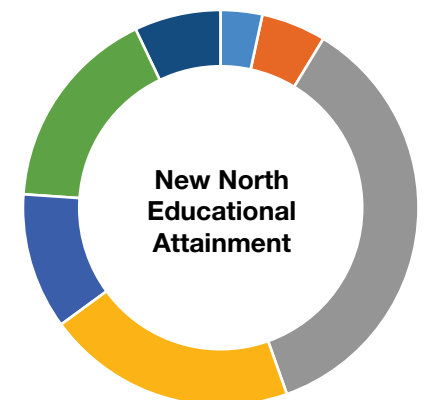
Percent of Population: **New North: 6.2%** | **Wisconsin: 5.7%** | **United States: 5.5%**

Source: EMSI

Education

School	Total Graduates (2020)
Fox Valley Technical College	3,637
Northeast Wisconsin Technical College	3,188
University of Wisconsin-Oshkosh	2,651
University of Wisconsin-Green Bay	1,718
Moraine Park Technical College	1,227
Lakeshore Technical College	1,056
St. Norbert College	572
Lakeland University	750
Marian University	438
Lawrence University	394

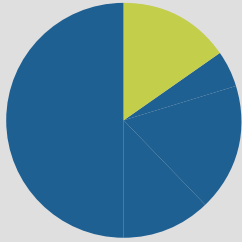
Sources: EMSI, US Census Bureau 2015-2019 American Community Survey 5-Year Estimates



- Less than 9th Grade 3%
- 9th Grade to 12th Grade 5%
- High School Diploma 34%
- Some College 20%
- Associate's Degree 12%
- Bachelor's Degree 18%
- Graduate Degree and Higher 8%

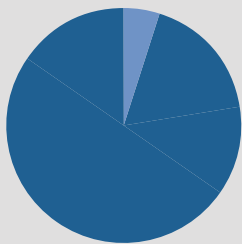
COVID-19 Grants in the New North

WE'RE ALL IN GRANT



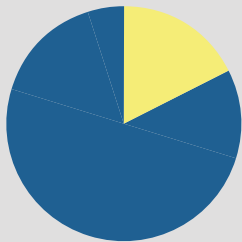
Total Dollars to New North Region	\$14,412,500
State Funding Totals	\$65,287,500
Percent of State Amount Awarded to New North	22%

ETHNIC MINORITY EMERGENCY GRANT



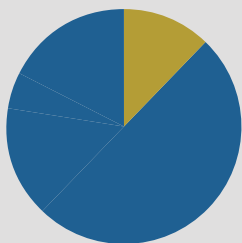
Total Dollars to New North Region	\$167,500
State Funding Totals	\$2,225,000
Percent of State Amount Awarded to New North	7%

SMALL BUSINESS 20/20



Total Dollars to New North Region	\$1,286,146
State Funding Totals	\$5,030,000
Percent of State Amount Awarded to New North	25%

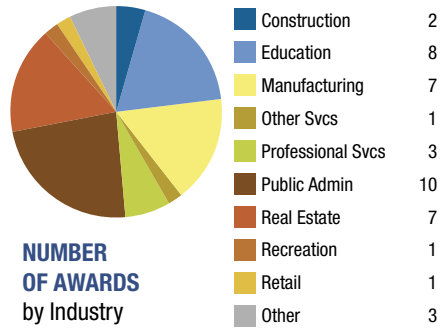
WE'RE ALL INNOVATING



Total Dollars to New North Region	\$497,515
State Funding Totals	\$2,894,881
Percent of State Amount Awarded to New North	17%

New North is a key strategic partner of the WEDC. The following charts reflect the level of investment engagement into the New North Region.

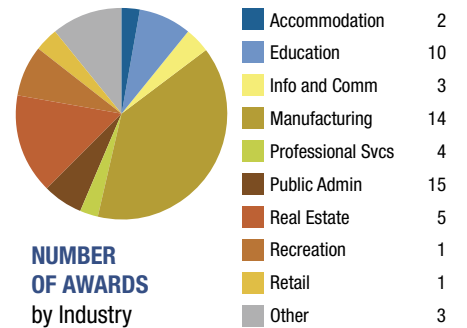
FY20



NUMBER OF AWARDS by Industry

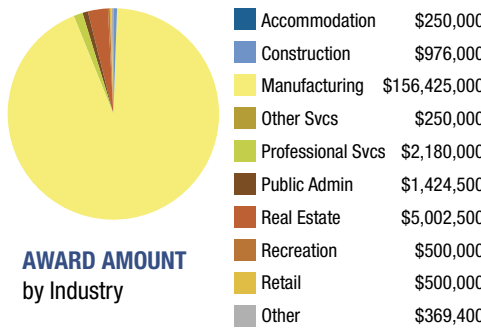
43

FY21



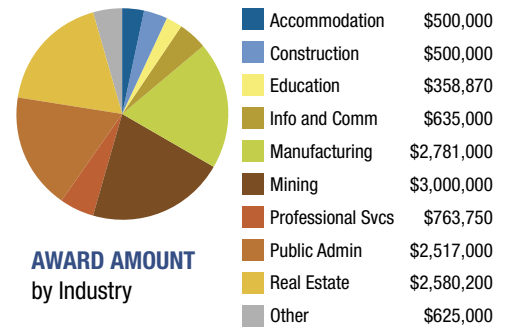
NUMBER OF AWARDS by Industry

58



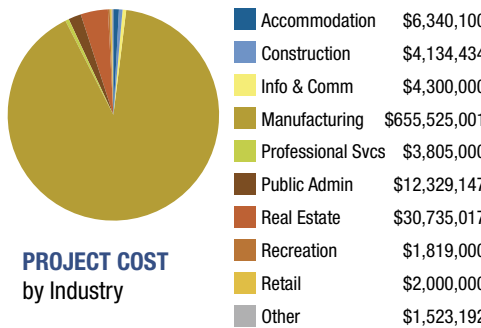
AWARD AMOUNT by Industry

\$167,877,400



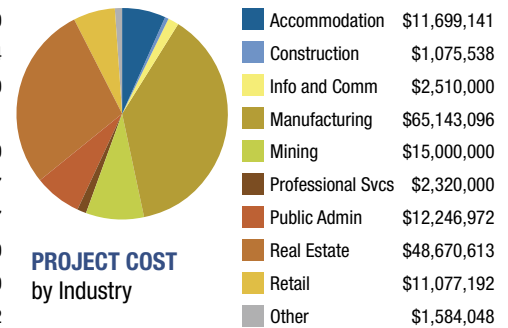
AWARD AMOUNT by Industry

\$14,260,820



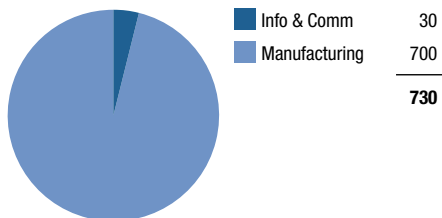
PROJECT COST by Industry

\$722,510,891



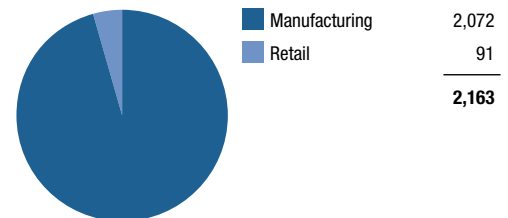
PROJECT COST by Industry

\$171,326,600



PROJECTED JOBS by Industry

730



PROJECTED JOBS by Industry

2,163



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SAVE THE DATE



SEPTEMBER 13, 2022

Insight will host its annual InDevelopment conference in Appleton at the Red Lion Hotel Paper Valley.

More details coming at

INSIGHTONBUSINESS.COM

“Associated Bank is committed to supporting economic development within our communities. We are able to do that in collaboration with the New North and other community partners who strive to foster a stronger, more stable community. Associated’s recent partnership with Mission Wisconsin to recruit military veterans to our region and connect them with employment opportunities aligns with the New North Hires Heroes talent initiative. Associated recognizes our success is dependent upon strong relationships with the communities where we live and serve.”

— Nicole M. Kitowski, chief risk officer and executive vice president, Associated Bank



NEW Digital Alliance

The alliance plays a crucial role in attracting and retaining IT talent in our region. In collaboration with CESA 7’s Computer Science Talent Ecosystem Youth (CSTEY), the alliance launched a cohort in 2021 for teachers to earn their computer science teaching license. In 2020, there was an unprecedented acceleration in digital transformation as students and businesses transitioned online.

2021 produced a 60 percent increase in cyber-attacks, says NEW Digital

Alliance Director Kim Iversen. The new Cyber Security Center of Excellence (CCOE) was launched with the Wisconsin Cyber Threat Response Alliance (WICTRA) and UW Oshkosh. In addition, the Cybersecurity Roundtable created a local support network to discuss the latest threats and trends.



KIM IVERSEN
NEW Digital Alliance
Director

NEW Digital Alliance



top new north industries

manufacturing

The New North Region is home to one of the highest manufacturing concentrations in the nation.

Nearly
30%
of all Wisconsin
manufacturing careers

More than
22%
of all Wisconsin
manufacturing operations

\$18B
GRP

transportation & logistics

The region hosts the 18th largest employment concentration in the transportation and logistics industry in the United States.

1,100
companies

28,500
direct employment positions

\$2.9B
in direct annual sales
within the Region

healthcare

Residents and employees have significant choices for top quality healthcare. Feel better faster with great value and better outcomes in all of our healthcare centers.

70,000
direct patient care and bio-health careers

\$5.2B GRP

supporting industries – construction, finance & insurance

Industries that support entrepreneurs, second-stage companies and multibillion-dollar enterprises.

11%
growth over
past 5 years

5,000
establishments

70,000
careers

\$9B
GRP

“At Werner Electric Supply, attracting and retaining top talent will always be a top priority. Since the inception of the New North organization, bringing and keeping talent in Northeastern Wisconsin has been a huge focus. Programs such as Talent Upskilling, Talent Hub, Equity-Diversity-Inclusion and Mission Wisconsin have been instrumental in these efforts.”

— Craig Wiedemeier, president, Werner Electric Supply

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New North recognizes its volunteers and committee members

Thank you to all stakeholders, committee members, active task group leaders and more who helped fulfill New North's important regional economic development work in 2021. We thank our strong collaborating partners now listed on the New North website.

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Dan Clarahan, Kruger Products

Shakkiah Curtis, gener8tor — 1915 Studios

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Mike Mathews, Economic Growth Advisors

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Joanie Buckley, Oneida Nation

Cristi Burrill, U.S. Venture

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Kathy Flores, Diverse & Resilient

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Lori Ney, Kimberly-Clark Corp.

Ingrid Parker Hill, Green Bay Area Public School District (K-12 co-lead)

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Maureen Pistone, Wipfli (corporation co-lead)

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Kathi Seifert, Katapult, LLC

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Joey Reader, A-mazing Events

Jenny Schipper, A-mazing Events

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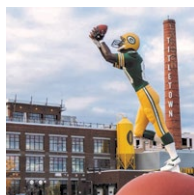
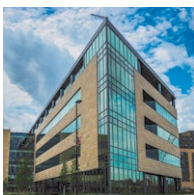




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TELL YOUR INNOVATION STORY

Insight magazine will feature a special sponsored content section focused on innovation and highlighting the significance of innovation throughout our region - Champions of Innovation.

This special edition appearing with the May 2022 issue of Insight magazine allows businesses and organizations to share their innovation journeys in their own words and provides businesses that work with innovative companies an opportunity to share their clients' stories. Each article will feature the story, one to four photos, company logo and website information. The Champions of Innovation articles will also be uploaded on insightonbusiness.com.

Choose from several options:

2-page Spread

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2-page spread example

Space deadline

Materials deadline

Feb. 15, 2022

Mar. 15, 2022

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